

**Amendments to the Claims:**

This listing of the claims will replace all prior versions and listings of claims in the application:

**Listing of Claims:**

1 (Currently amended): A fruit juice-containing food product comprising, in addition to a fruit component and a base having sweetness, components (a) and (b):

(a) one or more refreshing feeling substances selected from the group consisting of menthol, menthone, camphor, pulegol, isopulegol, pulegone, cineol, mint oil, peppermint oil, spearmint oil, eucalyptus oil, and fractions thereof; and

(b) one or more cool feeling substances selected from the group consisting of 3-1-menthoxypropane-1,2-diol, N-ethyl-p-menthane-3-carboxamide, 3-1-menthoxy-2-methylpropane-1,2-diol, p-menthane-3,8-diol, 2-1-menthoxyethane-1-ol, 3-1-menthoxypropane-1-ol, 4-1-menthoxybutane-1-ol, cyclic carboxamides, acyclic carboxamides, N,2,3-trimethyl-2-isopropyl butanamide, a menthoxy alkanol (alkyl group having 2 to 6 carbons), a menthoxy alkyl ether (alkyl group having 1 to 6 carbons), and a menthoxy alkanediol (alkyl group having 3 to 6 carbons),

wherein the fruit juice-containing food product is a fruit juice-containing beverage, and the fruit component is a straight fruit juice or a concentrated fruit juice or blends of two or more fruit juice components.

2 (Canceled)

3 (Currently amended): A fruit juice-containing food product according to claim 1 or 2, wherein the base having sweetness comprises one or more kinds selected from the group consisting of sorbitol, glycerin, propylene glycol, saccharin sodium salt, aspartame, xylose,

maltose, glucose, sucrose, maltitol, maltooligosaccharide, erythritol, xylitol, sucralose, acesulfam K, glycyrrhizin, glycyrrhizin ~~dipotassium~~ dipotassium, stevia, fructooligo-saccharide, honey, and a licorice extract.

4 (Currently amended): A fruit juice-containing food product according to ~~any one of~~ claims 1 to 3 claim 1 or 3, wherein the total amount of addition of a refreshing feeling substance and a cool feeling substance is from 0.00005 to 0.05% by mass based on the amount of fruit juice-containing food product.

5 (Currently amended): A fruit juice-containing food product according to ~~any one of~~ claims 1 to 4 claim 1 or 3, wherein, in the mass ratio of a refreshing feeling substance to a cool feeling substance, the cool feeling substance is from 0.01 to 100 parts by mass based on 1 part by mass of the refreshing feeling substance.

6 (Currently amended): A fruit juice-containing food product according to claim [[2]] 1, wherein the straight fruit juice or the concentrated fruit juice is a juice of citrus fruits, apples, peaches, grapes, ~~blue berries~~ blueberries, raspberries, strawberries, melons, Japanese apricots, cassis, and marumelos.

7 (Canceled)

8 (Currently amended): A fruit juice-containing food product according to claim [[7]] 1, wherein the fruit juice-containing beverage is a fruit beverage, and the fruit beverage is a fruit juice beverage, a carbonated beverage, soft drinks, sports drinks, near water, an alcohol beverage, health and nutrient drinks, dietary supplements, a fruit wine, or stimulant and energy beverages including coffee, tea, and cocoa.

9 (Canceled)

10 (Canceled)

11 (Currently amended): A fruit juice-containing food product according to any one of claims 1, 3, or [[to]] 6, wherein the fruit juice-containing food product is a fruit juice-containing dairy product.

12 (Currently amended): A fruit juice-containing food product according to claim 11, wherein the fruit juice-containing dairy product is a fruit dairy product, and the fruit dairy product is a milk product, a dairy drink, or a yogurt, a sherbet or an ice cream.

13 (Currently amended): A fruit juice-containing food product according to any one of claims 1, 3, or [[to]] 6, wherein the fruit juice-containing food product comprises one or more additional flavor improving substances selected from the group consisting of a vanillyl alkyl ether derivative (alkyl group having 1 to 6 carbons), 4-(1-menthoxy-methyl)-2-(3',4'-dihydroxyphenyl)-1,3-dioxolane, 4-(1-menthoxy-methyl)-2-(3'-methoxy-4'-hydroxyphenyl)-1,3-dioxolane, 4-(1-menthoxy-methyl)-2-(3'-ethoxy-4'-hydroxyphenyl)-1,3-dioxolane, an alkanoic acid vanillamide (alkyl group having 7 to 12 carbons), a vanillin or ethyl vanillin alkylene glycol acetal (alkylene group having 3 to 6 carbons), ginger oleoresin, capsicum oleoresin, pepper oleoresin, zingerone, piperidine, dihydrocapsaicin, capsaicin, jambu oleoresin, spilanthol, sanshool, sanshoamide, *piper nigrum*, *zanthoxylum peperitum*, chavicine, piperine, and a morphologically processed form thereof.

14 (Currently amended): A fruit juice containing food product according to claim [[7]] 1, wherein the fruit juice-containing beverage comprises one or more additional flavor improving substances selected from the group consisting of a vanillyl alkyl ether derivative (alkyl group having 1 to 6 carbons), 4-(1-menthoxy-methyl)-2-(3',4'-dihydroxyphenyl)-1,3-dioxolane, 4-(1-menthoxy-methyl)-2-(3'-methoxy-4'-hydroxyphenyl)-1,3-dioxolane, 4-(1-menthoxy-methyl)-2-(3'-ethoxy-4'-hydroxyphenyl)-1,3-dioxolane, an alkanoic acid vanillamide (alkyl group having 7

to 12 carbons), a vanillin or ethyl vanillin alkylene glycol acetal (alkylene group having 3 to 6 carbons), ginger oleoresin, capsicum oleoresin, pepper oleoresin, zingerone, piperidine, dihydrocapsaicin, capsaicin, jambu oleoresin, spilanthol, sanshool, sanshoamide, *piper nigrum*, *zanthoxylum peperitum*, chavicine, piperine, and/or a morphologically processed form thereof.

15 (Canceled)

16 (Currently amended): A fruit juice-containing food product according to claim 11, wherein the fruit juice-containing dairy product comprises one or more additional flavor enhancing (improving) substances selected from the group consisting of a vanillyl alkyl ether derivative (alkyl group having 1 to 6 carbons), 4-(1-menthoxy-methyl)-2-(3',4'-dihydroxyphenyl)-1,3-dioxolane, 4-(1-menthoxy-methyl)-2-(3'-methoxy-4'-hydroxyphenyl)-1,3-dioxolane, 4-(1-menthoxy-methyl)-2-(3'-ethoxy-4'-hydroxyphenyl)-1,3-dioxolane, an alkanoic acid vanillamide (alkyl group having 7 to 12 carbons), a vanillin or ethyl vanillin alkylene alkylene glycol acetal (alkylene alkylene group having 3 to 6 carbons), ginger oleoresin, capsicum oleoresin, pepper oleoresin, zingerone, piperidine, dihydrocapsaicin, capsaicin, jambu oleoresin, spilanthol, sanshool, sanshoamide, *piper nigrum*, *zanthoxylum peperitum*, chavicine, piperine, and a morphologically processed form thereof.

17 (Currently amended): A method for reinforcing a flavor in a fruit juice-containing food product, comprising adding, besides a fruit component and a base having sweetness, components (a) and (b):

(a) one or more refreshing feeling substances selected from the group consisting of menthol, menthone, camphor, pulegol, isopulegol, pulegone, cineol, mint oil, peppermint oil, spearmint oil, eucalyptus oil, and fractions thereof; and

(b) one or more cool feeling substances selected from the group consisting of 3-l-menthoxypropane-1,2-diol, N-ethyl-p-menthane-3-carboxamide, 3-l-menthoxy-2-methylpropane-1,2-diol, p-menthane-3,8-diol, 2-l-menthoxyethane-1-ol, 3-l-menthoxypropane-1-ol, 4-l-menthoxybutane-1-ol, cyclic carboxamides, acyclic carboxamides, N,2,3-trimethyl-2-isopropyl butanamide, a menthoxy alkanol (alkyl group having 2 to 6 carbons), a menthoxy alkyl ether (alkyl group having 1 to 6 carbons), and a menthoxy alkanediol (alkyl group having 3 to 6 carbons),

wherein the fruit juice-containing food product is a fruit juice-containing beverage, and the fruit component is a straight fruit juice or a concentrated fruit juice or blends of two or more fruit juice components.

18 (Currently amended): A method for reinforcing a flavor in a fruit juice-containing food product having a base containing sweetness, comprising adding, besides a fruit component, components (a) and (b):

(a) one or more refreshing feeling substances selected from the group consisting of menthol, menthone, camphor, pulegol, isopulegol, pulegone, cineol, mint oil, peppermint oil, spearmint oil, eucalyptus oil, and fractions thereof; and

(b) one or more cool feeling substances selected from the group consisting of 3-l-menthoxypropane-1,2-diol, N-ethyl-p-menthane-3-carboxamide, 3-l-menthoxy-2-methylpropane-1,2-diol, p-menthane-3,8-diol, 2-l-menthoxyethane-1-ol, 3-l-menthoxypropane-1-ol, 4-l-menthoxybutane-1-ol, cyclic carboxamides, acyclic carboxamides, N,2,3-trimethyl-2-isopropyl butanamide, a menthoxy alkanol (alkyl group having 2 to 6 carbons), a menthoxy alkyl ether (alkyl group having 1 to 6 carbons), and a menthoxy alkanediol (alkyl group having 3 to 6 carbons),

wherein the fruit juice-containing food product is a fruit juice-containing beverage, and the fruit component is a straight fruit juice or a concentrated fruit juice or blends of two or more fruit juice components.

19 (Currently amended): A method for reinforcing a flavor in a fruit juice-containing beverage, comprising adding to the fruit juice-containing beverage, besides a fruit component and a base having sweetness, components (a) and (b):

(a) one or more refreshing feeling substances selected from the group consisting of menthol, menthone, camphor, pulegol, isopulegol, pulegone, cineol, mint oil, peppermint oil, spearmint oil, eucalyptus oil, and fractions thereof; and

(b) one or more cool feeling substances selected from the group consisting of 3-l-menthoxypropane-1,2-diol, N-ethyl-p-menthane-3-carboxamide, 3-l-menthoxy-2-methylpropane-1,2-diol, p-menthane-3,8-diol, 2-l-menthoxyethane-1-ol, 3-l-menthoxypropane-1-ol, 4-l-menthoxybutane-1-ol, cyclic carboxamides, acyclic carboxamides, N,2,3-trimethyl-2-isopropyl butanamide, a menthoxy alkanol (alkyl group having 2 to 6 carbons), a menthoxy alkyl ether (alkyl group having 1 to 6 carbons), and a menthoxy alkanediol (alkyl group having 3 to 6 carbons),

wherein the fruit component is a straight fruit juice or a concentrated fruit juice or blends of two or more fruit juice components.

20 (Currently amended): A method for reinforcing a flavor in a fruit juice-containing beverage having a base containing sweetness, comprising adding to the fruit juice-containing beverage, besides a fruit component, components (a) and (b):

(a) one or more refreshing feeling substances selected from the group consisting of menthol, menthone, camphor, pulegol, isopulegol, pulegone, cineol, mint oil, peppermint oil, spearmint oil, eucalyptus oil, and fractions thereof; and

(b) one or more cool feeling substances selected from the group consisting of 3-l-menthoxypropane-1,2-diol, N-ethyl-p-menthane-3-carboxamide, 3-l-menthoxy-2-methylpropane-1,2-diol, p-menthane-3,8-diol, 2-l-menthoxyethane-1-ol, 3-l-menthoxypropane-1-ol, 4-l-menthoxybutane-1-ol, cyclic carboxamides, acyclic carboxamides, N,2,3-trimethyl-2-isopropyl butanamide, a menthoxy alkanol (alkyl group having 2 to 6 carbons), a menthoxy alkyl ether (alkyl group having 1 to 6 carbons), and a menthoxy alkanediol (alkyl group having 3 to 6 carbons),

wherein the fruit component is a straight fruit juice or a concentrated fruit juice or blends of two or more fruit juice components.

21 (Canceled)

22 (Canceled)

23 (Currently amended): A method for reinforcing a flavor in a fruit juice-containing dairy product, comprising adding, besides a fruit component and a base having sweetness, components (a) and (b):

(a) one or more refreshing feeling substances selected from the group consisting of menthol, menthone, camphor, pulegol, isopulegol, pulegone, cineol, mint oil, peppermint oil, spearmint oil, eucalyptus oil, and fractions thereof; and

(b) one or more cool feeling substances selected from the group consisting of 3-l-menthoxypropane-1,2-diol, N-ethyl-p-menthane-3-carboxamide, 3-l-menthoxy-2-methylpropane-1,2-diol, p-menthane-3,8-diol, 2-l-menthoxyethane-1-ol, 3-l-menthoxypropane-1-

ol, 4-l-menthoxybutane-1-ol, cyclic carboxamides, acyclic carboxamides, N,2,3-trimethyl-2-isopropyl butanamide, a menthoxy alkanol (alkyl group having 2 to 6 carbons), a menthoxy alkyl ether (alkyl group having 1 to 6 carbons), and a menthoxy alkanediol (alkyl group having 3 to 6 carbons),

wherein the fruit juice-containing dairy product is a fruit juice-containing beverage, and the fruit component is a straight fruit juice or a concentrated fruit juice or blends of two or more fruit juice components.

24 (Currently amended): A method for reinforcing a flavor in a fruit juice-containing dairy product having a base containing sweetness, comprising adding, besides a fruit component, components (a) and (b):

(a) one or more refreshing feeling substances selected from the group consisting of menthol, menthone, camphor, pulegol, isopulegol, pulegone, cineol, mint oil, peppermint oil, spearmint oil, eucalyptus oil, and fractions thereof; and

(b) one or more cool feeling substances selected from the group consisting of 3-l-menthoxypropane-1,2-diol, N-ethyl-p-menthane-3-carboxamide, 3-l-menthoxy-2-methylpropane-1,2-diol, p-menthane-3,8-diol, 2-l-menthoxyethane-1-ol, 3-l-menthoxypropane-1-ol, 4-l-menthoxybutane-1-ol, cyclic carboxamides, acyclic carboxamides, N,2,3-trimethyl-2-isopropyl butanamide, a menthoxy alkanol (alkyl group having 2 to 6 carbons), a menthoxy alkyl ether (alkyl group having 1 to 6 carbons), and a menthoxy alkanediol (alkyl group having 3 to 6 carbons),

wherein the fruit juice-containing dairy product is a fruit juice-containing beverage, and the fruit component is a straight fruit juice or a concentrated fruit juice or blends of two or more fruit juice components.